

Abstract

In one embodiment, the present invention provides a computer-assisted method for providing personalized product information to a user. A survey group comprising one or more members is defined and a personal information set relating to each member of the survey group, the personal information set comprising at least one variable relating to a personal characteristic of a member, is stored. A query set is sent over a computer network to the survey group, the query set comprising at least one question relating to the survey group's use of a product. Responses to the query set are received, over the computer network, from members of the survey group, and the responses are sorted based on the personal information set into a result set. The result set is stored at a central location. A user sends an inquiry over the computer network to the central location, the inquiry relating to information included in the query set. Data is selected from the result set based on at least one variable relating to a personal characteristic of the user. The selected data is then provided to the user.